

ABSTRACT OF THE DISCLOSURE

In one embodiment, items are designated as members of a group of items. The group of items are then made available to users. Users who have received any member item are provided additional items. Additional items are provided to a user who has received a member item, so long as the user retains any member item and regardless of whether the user is utilizing any member item. For example, advertising or promotional materials may be provided to a user so long as the user retains any member item which may include free or reduced-cost computer programs. The delivery of advertising or promotional materials may occur even if the user is not using any of the computer programs. In one embodiment, the advertising or promotional materials are delivered over the Internet.